

## **ORDER**



<b>Orders</b>	<b>Order / Rev:</b>	103615
	<b>Alt Order #:</b>	06830030
	<b>Product Desc:</b>	BERKLEY FOR SENATE
	<b>Estimate:</b>	30S
	<b>Flight Dates:</b>	10/09/12 - 10/15/12
	<b>Original Date / Rev:</b>	06/27/12 / 10/04/12
	<b>Order Type:</b>	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	<u>Shorr Johnson Magnus</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>1831 Chestnut St.</u>
		<u>Philadelphia, PA 19103</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Berkley Shelley for Senate - P2V1
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:05:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/15/12	123	\$44,825.00	\$38,101.25	October 2012	123	\$44,825.00	\$38,101.25	0.00
					Totals	123	\$44,825.00	\$38,101.25	0.00

## Totals

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

### Order Share

Order Share	Share	Total
KSNV	20%	\$44,825.00
Market	100%	\$224,125.00

## Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$71,720.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$47,066.25
KTUD	0%	\$0.00
KVVU	25%	\$56,031.25
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,482.50

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Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagners	M	430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWT---		4	\$50.00		0.00						
E 2	KSNV	10/15/12	10/15/12	Wake Up Early w/ Wagners	M	430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$50.00		0.00						
E 3	KSNV	10/15/12	10/15/12	M-F 5-6a WakeUp w/Wagners	M	5-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$200.00		0.00						
E 4	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wagners	M	5-6a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWTF--		4	\$200.00		0.00						
E 5	KSNV	10/09/12	10/12/12	M-F 6-7a WakeUp w/Wagners	M	6-7a	-TWTF--	:30	8	\$300.00	3	0.00	NM	8	\$2,400.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWTF--		8	\$300.00		0.00						
E 6	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wagners	M	6-7a	M-----	:30	2	\$300.00	3	0.00	NM	2	\$600.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		2	\$300.00		0.00						
E 7	KSNV	10/15/12	10/15/12	Today Show	CM	658a-9am	M-----	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
<b>TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		3	\$400.00		0.00						
E 8	KSNV	10/09/12	10/12/12	Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.00	3	0.00	NM	12	\$4,800.00
<b>TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWTF--		12	\$400.00		0.00						
E 9	KSNV	10/09/12	10/12/12	Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWTF--		4	\$175.00		0.00						
E 10	KSNV	10/15/12	10/15/12	Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$175.00		0.00						
E 13	KSNV	10/09/12	10/12/12	Dr. Phil	CM	3-4p	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
<b>PHIL</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWTF--		4	\$200.00		0.00						
E 14	KSNV	10/15/12	10/15/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
<b>PHIL</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$200.00		0.00						
E 15	KSNV	10/15/12	10/15/12		CM	4-5pm	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 34	KSNV	10/15/12	10/15/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$500.001	0.00	NM		2	\$1,000.00
<b>TON SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 - 10/21/12															
		Spot	Ch	Date Range	Description	Start/End Time				Weekdays	Length	Rate	Rtg	Type	
		1	KSNV	10/15/12-10/21/12	The Tonight Show	1135p-1237a				M-----	:30	(\$500.00)	0.00	NM	
See MG 34.3,34.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
		2	KSNV	10/15/12-10/21/12	The Tonight Show	1135p-1237a				M-----	:30	(\$500.00)	0.00	NM	
See MG 34.3,34.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
		3	KSNV	10/15/12-10/15/12	The Tonight Show	1135p-1237a				M-----	:30	\$500.00	0.00	NM	
(R) MG for 34.2,34.1															
[Revised Rate to Reinstate]															
		4	KSNV	10/15/12-10/15/12	The Tonight Show	1135p-1237a				M-----	:30	\$500.00	0.00	NM	
(R) MG for 34.2,34.1															
[Revised Rate to Reinstate]															
E 35	KSNV	10/09/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$500.001	0.00	NM		8	\$4,000.00
<b>TON SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 - 10/14/12															
				-TWTF--		8				\$500.00		0.00			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	KSNV	10/09/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$500.001	0.00	NM		8	\$4,000.00
<b>TON SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 - 10/14/12 -TWTF-- 8 \$500.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF-----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
5	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
6	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
7	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
8	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
9	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
(1) MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
10	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
(1) MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
11	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
(1) MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
12	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
(1) MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
13	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
(1) MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
14	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
(1) MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
15	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
(1) MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
16	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
(1) MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
E 36	KSNV	10/09/12	10/12/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.003	0.00	NM		4	\$1,700.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF--- 4 \$425.00 0.00															
E 37	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.003	0.00	NM		1	\$425.00

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Estimate: 30S

KSNV

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<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/15/12	10/21/12	M-----	1	\$425.00	0.00												
E 38	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.003	0.00	NM	2	\$800.00			
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	----SS	2	\$400.00	0.00												
E 39	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.003	0.00	NM	2	\$450.00			
<b>SAT TODAY</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-----S-	2	\$225.00	0.00												
E 40	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	2	\$150.003	0.00	NM	2	\$300.00			
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-----S-	2	\$150.00	0.00												
E 41	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$200.003	0.00	NM	1	\$200.00			
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-----S-	1	\$200.00	0.00												
E 42	KSNV	10/14/12	10/14/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$350.003	0.00	NM	2	\$700.00			
<b>SUN TODAY</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-----S	2	\$350.00	0.00												
E 43	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003	0.00	NM	1	\$550.00			
<b>SNL</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-----S-	1	\$550.00	0.00												
N 44	KSNV	10/09/12	10/12/12	M-F Early News	CM	5-630p	-TWTF--	:30	2	\$1,200.001	0.00	NM	2	\$2,400.00			
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-TWTF--	2	\$1,200.00	0.00												
N 45	KSNV	10/09/12	10/12/12	Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	2	\$250.001	0.00	NM	2	\$500.00			
<b>FALLON</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-TWTF--	2	\$250.00	0.00												
N 46	KSNV	10/09/12	10/12/12	The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	\$325.001	0.00	NM	4	\$1,300.00			
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-TWTF--	4	\$325.00	0.00												
N 47	KSNV	10/15/12	10/15/12	The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$325.001	0.00	NM	1	\$325.00			
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/15/12	10/21/12	M-----	1	\$325.00	0.00												

Totals 123 \$44,825.00